CHRISTIAN STATESMAN

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IN SOCIAL ROOM
MONTGOMERY HALL

Let Us Stop Liquor Advertising

IT is our right to do so. The United States Supreme Court has ruled that the selling of intoxicating liquors for beverage purposes is not "an inherent right of a citizen." If selling liquor is not an inherent right neither is the advertising of it. Stopping liquor advertising is depriving no one of a right—only of a special privilege.

Each year since repeal the distillers have been producing about four times as much distilled spirits as they have been able to get the people to consume. There is now piled up in government warehouses the all-time high supply of intoxicating liquors.

By an advertising campaign which in magnitude and subtlety is without parellel in the history of the industry, the liquor dealers are endeavoring to force their product upon the American people and to beguile everyone—not only men but women and growing boys and girls—to drink their poisonous alcoholic beverages. Says a leading state authority:

> "The cursory glance at the liquor advertising appearing in our magazines conclusively proves that distillers are using brazenly insidious methods to make the public liquor conscious, in order to 'step up' consumption to take care of their over production."

Much of this advertising is misleading, deceptive, false. Positive claims are made for these beverages for which there is no foundation. Many of them are false in their suggestiveness. All of them omit all reference to the scientfiic fact that alcohol is a poison and an habit-forming drug, and to the injury that results to the individual and society from its use. This is false advertising and should be stopped. If liquors are to be advertised at all, let the advertiser be compelled to "tell the truth, the whole truth and nothing but the truth" about them.

The American public is becoming weary of this streamlined, super-advertising of liquors. Government officials are warning them that they are stirring up resentment and inviting trouble by it.

Newspaper and magazine editors and publishers, radio owners and managers who advertise these liquors are really in the liquor business—hand-in-glove with the distillers and brewers in extending the use of intoxicating liquors. The blood of those that are maimed and killed and of the moral wrecks resulting from the use of liquors is on their heads as certainly as on the heads of those who directly deal out these poisonous beverages. What consideration do they deserve at our hands?

The Soviet Government of Russia prohibits all advertising of intoxicating liquors except at the place where they are actually sold. Should not enlightened, so-called Christian America use as much common sense in dealing with this liquor problem as Communistic Russia?

Liquor advertising should be stopped.

Liquor advertising can be stopped. Of course, it can. What ought to be done, can be done.

Today there is enough sentiment in the United States to put an end to this advertising if only it were once aroused and brought to bear effectively upon the proper public officials and upon the responsible officials of newspapers, magazines, etc. advertising liquors. Of course, this public sentiment can and ought to be increased,

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Facts About Repeal

REV. H. B. MANSELL

In this fifth year of repeal there are two most significant facts regarding liquor:

1. The admission by the makers of alcoholic beverages and by former advocates of repeal that conditions connected with the traffic are worse than ever before.

2. The consumption of such liquors is less than it was before prohibition.

The reports of the meetings held by distillers and brewers, the editorials in the press, columns such as that by Mrs. Parry, and the remarks of the common people all alike bear witness to the truth of the first statement.

Consumption Disappoints Liquor Dealers

Though less generally known the second fact is easily demonstrated by an examination of the monthly reports of the federal revenues. This thermometer of the rise and fall in the demand for such fluids reveals certain seasonal variations but a steady rise until 1937 is reached. In that year the per capita consumption of distilled spirits was 1.03 tax gallons, or almost double that for 1934. But in spite of the high degree of business activity during the larger part of that year there had been an insignificant increase, only 0.02 gallons, over 1936. But most significantly the 1937 rate was less than 75 per cent of that in the five years, 1910-1914, just preceding the World War.

In like manner the consumption of beer had risen from a little under seven gallons in 1933-1934 to a little more than thirteen for the year ending March 31, 1937. And this also was but a slight increase over the year preceding. But it was seven and a half gallons under the per capita consumption during the five years mentioned above.

Nevertheless the evils resulting from this consumption have been such as to convert Mrs. Parry into an advocate of Carrie Nation tactics. And so restrained a person as the editor of the *Pittsburgh Catholic*, after confessing his former opposition to prohibition and his advocacy of repeal, recently declared in his paper, "Liquor today is a greater menace to the individual, the family and society as a whole than it ever was before in the history of this country."

Perhaps owing to unemployment the trend so far in 1938 is definitely toward a lower consumption of both spirits and beer. For the first third of the year there is a fourteen per cent drop in the consumption of hard liquors. These facts are most disturbing to those who saw visions of fortunes in this trade. They declared most emphatically that prohibition had made the people drink more, not less, liquor; now they find the effective demand only three quarters of what it was before the war. They have built huge distilleries capable of turning out spirits by the hundreds of thousands of gallons a day. They have piled up the largest stocks of spirits ever put into bonded warehouses, nearly half a billion gallons. Now, in the fifth year, just when they hoped to reap large profits, they find a demand seventy million gallons short of what it should have been at pre-prohibition per capita consumption.

All-Time High Liquor Supply

Moreover the cost of carrying these enormous stocks in government bonded warehouses in a heavy financial burden. The holders are compelled to move some of them to find funds to carry the rest. Hence it is not strange to find that "bottled in bond" whiskey for which $25 to $30 a gallon was asked four years ago is now advertised as low as $11 per gallon in fifths and quarts.

This lack of the anticipated demand also explains the intense advertising campaign pushing alcoholic liquors upon the American public through newspaper, magazine, radio and other forms of advertising. They are ready to spend $25,000,000, annually, for space in our publications to create a demand which does not exist naturally. The only way they can move their stocks is find new customers, that is to develop more alcohol addicts. The American people must be prepared for an unprecedented barrage of high pressure liquor advertising this year.

Help Stop Liquor Advertising

For these reasons the united campaign against such advertising is most timely and very strategic. It is timely for it comes when a large part of our people have become disgusted with present conditions and will rally to our support. It is strategic for it is something upon which the churches and all temperance organizations can unite. Moreover it attacks a vulnerable place in the defenses of the enemy; they never asked for the privilege of making new addicts but only to supply what they claimed was an existing demand. Yet if the liquor forces surrender this line they know it will be the start of a retreat that

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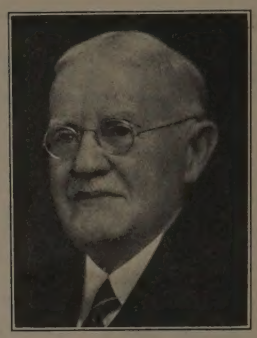
Tribute To
Mr. John W. Alexander



After an illness of four weeks Mr. John W. Alexander, a member of the Board of Directors of The National Reform Association and Chairman of the Board's Publication Committee, died April 13, 1938, in the West Penn Hospital, Pittsburgh, Pennsylvnia.

Mr. Alexander was a life long friend of the National Reform cause. The pastors of the congregation to which he belonged, through all the years of the National Reform Association's life have been among the very ablest exponents and advocates of National Reform. Sitting at their feet, it was natural for him to imbibe the National Reform spirit and come to believe profoundly in the National Reformer's conception of Christ's mission to the world. Long ago he began to give, sparingly, as he often said, to this cause, but in later years as he realized more fully the value and need for this work he gave liberally, being one of the most liberal supporters of the Association in the period when it was holding World Conferences. In more recent years, while contributing to the support of the entire program of the Association, he became specially interested in the Association's program on behalf of the Christian Sabbath. With rare spiritual insight, he saw that the proper use of the Sabbath was vitally related to spiritual life, the work of the church, and the advancement of the Kingdom of His Lord. This led him to a profound concern over the present Sabbath situation, and to a resolve to do what lay within his power to improve it. It was this that lead him to provide the financial means that made possible the publication of the Association's two books on the Sabbath, "The Day," and "Six Studies on the Day." He sought out persons to talk with them on this subject, and these, many of whom were recipients of free copies of these books from him, can testify to his great interest in the proper observance

of the Lord's Day. To Mr. Alexander's abiding interest in this cause and his generous contributions in support of it our Association is deeply indebted.

Mr. Alexander was well known in civic, financial, and religious circles in Pittsburgh. The owner of considerable real estate he was interested in the welfare of his native city, and generously supported many charitable organizations.

In his departure The National Reform Association has lost a true friend and its most generous supporter. His passing leaves a vacancy on the Board that will be difficult to fill. The workers depart, but the work must go on. May the Lord raise up others to take his place.

The Officers and Board of Directors express their sympathy to the sister, Mrs. Harry W. Urling, and the relatives and friends.

Stop Liquor Advertising

(Continued from first page)

but our task is largely that of arousing this sentiment and getting an expression of it registered with our law makers and those doing the advertising.

Very manifestly to succeed in a task of this magnitude, a united effort on a nation-wide scale, by all or at least the major portion of the temperance groups and forces of the entire country, is necessary.

Such an effort is now under way. The National Temperance and Prohibition Council, representing some 25 national organizations and groups opposed to liquor, has made this its **one project for cooperative effort** and is now launching a nation-wide crusade to stop liquor advertising, by means of protest and of legislation by Congress, over the radio, in newspapers, magazines and by other mediums.

We appeal to all the readers of The Christian Statesman to enlist in this crusade. What shall you do? Get a Carrie Nation hatchet and go to? No. Get your pen. Begin to write post cards, letters, to offending radio stations, newspapers, etc. and keep it up. Get forms of petition to Congress to stop liquor advertising. (Send to Legislative Committee, 131 B Street, S. E., Washington, D.C. for copies.) Sign, and circulate to get other signers, and keep this up. Use your pen and your voice to inform and enlist others in this crusade. Accept the responsibility of leadership for the crusade in your church, your community.

Write us, 209 Ninth Street, Pittsburgh, Pennsylvania, telling us what you are doing and for further information.

Tribute To Mrs. Ella Martin George, LL.D.

The subject of this brief was born December 4, 1850 and ended her earthly career March 31, 1938.

She was educated in the schools of Pittsburgh, in which she later rendered yeoman service as a teacher for a period of twenty-five years. February 18, 1897, she became the wife of the Rev. Henry H. George, D.D., LL.D., a distinguished minister, educator and reformer. And with the preparation for public speaking secured in her youth from a training school in Pittsburgh, she at once became a helpmeet to her noted husband, not only in the general sense of that term but in the special way of a travelling and speaking companion. For years she toured the country with him in the work of the National Reform Association.

Nor was it long, but ten years following her marriage, until her achievements in reform work attracted the attention of the Pennsylvania State W.C.T.U. of which she was chosen president in 1907. In this capacity she served twenty-two years until her voluntary retirement in 1929. During this period the state orgnization grew rapidly in membership and excelled in achievement, due chiefly to her aggressiveness. In legislative halls, on the public platform, and in counsel with her co-workers she was recognized as kind, courteous, possessed of wisdom, and above all as a woman of deep-seated convictions and the courage and ability to stand by what she deemed to be right.

These same characteristics she manifested in the work of the National Reform Association to which she was devotedly attached. Having in a manner been born and bred to this work she never lost interest in it. On the contrary, as the years went by she became more and more interested in it, even to the extent of giving largely of her time and strength to tide it over periods of stress and strain, while at the same time she carried the burden of her own state and national W.C.T.U. work. Nor is it going too far to say that it was her grounding in the work of National Reform that made her such a power in her work in behalf of the cause of temperance and prohibition in the Woman's Christian Temperance Union. She was from birth a National Reformer.

Mrs. George was for many long years a faithful and useful member of the board of directors of the National Reform Association and, if we mistake not, the only woman who ever held membership on that board, at least for any length of time. Moreover, to tide the Association over a crisis she served for a year or thereabouts as its general superintendent. She spared neither time, energy nor means in the furtherance of its work. In the privacy of her home, in conference with leaders in the work of reform, and on the public platform her voice was ever heard in behalf of its work. Nor did she fail to use her pen in its behalf. It was in no small degree in recognition of this service that Geneva College, whose motto is Pro Christo et Partia, for Christ and Country, conferred upon her the degree of Doctor of Laws some years prior to her decease.

Mrs. George will be greatly missed and long and favorably remembered not only by those on whose shoulders rests the burden of the work of the National Reform Association, but by one and all who knew and loved her as a sincere and devoted follower of the Christ and an able and fearless advocate of the things that make for the upbuilding of His kingdom and the advancement of His cause in the world. May her mantle fall upon not a few to carry on from the point where she left off when called to her eternal reward.

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Government Men Warn Liquor Dealers

Speaking before the Philadelphia Retail Liquor Dealers Association recently, Harkey Reiter, Public Relations Director of the Pennsylvania Liquor Control Board said to them:

"I am sorry to say that the public of Pennsylvania is utterly disgusted with licensed conditions and will demand at the next session of the Legislature drastic limitations on the number of licenses . . . I am not a Jeremiah when I cry that the public took your business from you once before and may have to do it again. . . . My words are directly from and with the authority of the Pennsylvania Liquor Control Board."

Mr. W. S. Alexander, head of the Federal Alcohol Administration of the Treasury Department of the United States Government, speaking to a convention of Retail Liquor Dealers in Chicago of the evils in their business of which the public complained warned:

"These evils have grown up around the taproom and the tavern. There we find a scene that is entirely new in American life—women and young girls soliciting trade, women and young girls serving customers. This is abhorrent to the moral sense of the public and if it is not corrected will be visited with a terrible punishment."

Similar warnings from other government officials and from some of the wiser heads in the liquor business might be quoted.

When government officials get all wrought up over liquor conditions and liquor barons so worried they can't sleep, is it not time for Christian people to wake up to the terrible liquor conditions we face and do something about it? The darkest hour is just before the dawn. Prohibition is coming back. Put in an oar and hasten its return.

Do Your Part

The National Crusade to Stop Liquor Advertising sponsored by the National Temperance and Prohibition Council, and in which The National Reform Association is actively participating, was fully outlined in the last issue of The Christian Statesman.

The Crusade is getting under way. The Legislative Committee of the National Council did not deem it wise to press for passage before the Congress just adjourned the bills that had been introduced to stop liquor advertising in interstate commerce. However, it has been arranged that these bills will be reintroduced at the opening of the next Congress in January, 1939. The petitions addressed to Congress for the passage of these bills were so drawn that they will be as good for the next Congress as for the present Congress. The circulation of these petitions was begun about April 1st. By June 1st petitions with over 200,000 names had already reached Washington. Just a beginning, but an encouraging one. This matter of petition signing should be pushed continuously and vigorously from now until the next Congress convenes. Petitions with millions of signers should be in the hands of the Council's Legislative Committee at that time ready for use in connection with Committee hearings on the bills, and for segregation and passing on to the members of Congress. Write for petition forms to Legislative Committee, 131 B Street, S.E., Washington, D.C. Secure as many signatures to them as possible and return them to this Committee. Personal letters to Congressmen had better be withheld until next January. In the meantime sound out your Senators and Representatives as to their attitude toward this proposed legislation when they are home, particularly those who are up for election this fall.

In addition and perhaps more important than the above efforts to have this legislation enacted, is that of protesting against liquor advertising to radios, newspapers, magazines. You may not believe it, but radio owners and managers, newspaper and magazine editors and publishers are very sensitive to an expression of the wishes of their patrons in this matter. This is particularly true in reference to the radio. If only those opposed to this liquor advertising would register their opposition, and keep registering it, it would not be long until the radio, and at least many of the newspapers and magazines would eliminate it.

The most effective way to register this opposition is by personal letters or post cards. The essential thing is to say you are against it and want them to cut it out. Giving reasons may help but let them be expressed in your own language. In a conference with Senator Capper about the most effective way to promote this anti-liquor advertising crusade, he said, "By all means get the people to writing personal letters—no canned letters—but letters expressing their own wishes in their own language." In all the years in which he had been in Congress, he said, Congressmen had never received as many personal letters about any measure as they received about the United States Supreme Court Bill. It was these letters that killed it.

So write to your local broadcasting stations, write to the National Broadcasting Company, and the Mutual Broadcasting Company when they offend, and write to offending newspapers and magazines, and keep on writing them. Get others to do the same. This is a worthwhile Crusade. Do your part to make it succeed.

Drying Up the Air

It is generally believed stopping liquor advertising by means of the radio will be less difficult than stopping it in newspapers and magazines. The financial loss involved would not be anything like as great in the former as in the latter. Radio advertising of intoxicating beverages is even more objectionable than their advertising by these other mediums. It reaches all members of the family and there is no certain protection against it except by shutting off the radio entirely. Many radio stations already refuse all liquor advertising.

Recently the National Temperance and Prohibition Council's Committee on the Anti-Liquor Advertising Crusade conducted a "Listening in" survey covering 69 of the 725 radio stations of the United States, selected from practically all sections of the country. Scarcely any of these were found advertising hard liquors and only 31 of the 69 beer. These 69 were probably representative of the 725.

There is a strong feeling on the part of prominent governmental officials that all advertising of every kind of intoxicating beverages over the air should cease. In an interview the writer had recently with Mr. Alexander of the Federal Alcohol Administration, he so expressed himself, and gave us copy of his annual report to Congress in which he recommended "that radio advertising of distilled spirits, wine and

malt beverages should be prohibited." Frank R. McNinch, Chairman of the Federal Communications Commission, which licenses the radio stations, in an interview expressed the same conviction and gave us copy of his address to the National Association of Broadcasters last February, from which we quote as follows:

"And now, I am going to be bold. I am going to suggest that you consider the wisdom of adopting a policy that would deny your facilities to those who seek to cultivate the consumption of intoxicating liquors. There is comparatively little advertising of intoxicating liquors over the radio and you are to be congratulated on so largely eliminating this sort of sales appeal. But I believe you would do well if the American public understood you were not willing to lend your facilities for sales talks intended to increase the consumption of intoxicating beverages, especially when you remember that that appeal is to be made in the home to children of all ages and both sexes."

Might it not be well also to make a special drive to dry up the air?

Tribute To
J. FREEMAN GUY, Ph.D.

Dr. J. Freeman Guy was a member of the Board of Directors of The National Reform Association from 1933 until the date of his death on April 13, 1938.

The officers and members of the Board desire to express their sincere sorrow that Dr. Guy has been taken, and their high appreciation of his life and service. He accepted membership on the Board because of his interest in the purposes and activities of the Association. He spoke with conviction and enthusiasm for the work, and his whole life through many years was a noble testimony for the objectives of the Association. He was a student and a scholar. During the period of his membership on our Board he was First Associate Superintendent of the public Schools of Pittsburgh. Throughout his entire life as a teacher and administrator in the field of education he was an eloquent advocate for progressive and practical ideas in education and emphasized the moral and religious training which underlies the building of character. Above all he was a Christian gentleman whose counsel we sought and whose ideas we shall cherish. We extend our sincere sympathy to his family and friends.

CHRISTIAN CITIZENSHIP CONFERENCE
Under auspices of
THE NATIONAL REFORM ASSOCIATION
WINONA LAKE, INDIANA
July 24th-29th, 1938

Sabbath, July 24th

11:00 A. M. "The Need of a New Crusade."
Rev. J. C. Broomfield, D.D., Pastor, Methodist Protestant Temple, Fairmont, West Virginia; President, General Conference Methodist Protestant Church (1928-1934)

6:30 P. M. (Hillside) "An Interrupted Revival."
Dr. Broomfield.

Monday, July 25th

10:00 A. M. "A Youth of 75 Years."
Rev. J. S. Martin, D.D., Beaver Falls, Pa., Former General Superintendent of The National Reform Association.

11:00 A. M "A Greatly Needed Amendment to the Constitution."
Dr. Broomfield.

Tuesday, July 26th

10:00 A. M. "Streamlined Power."
Mrs. Ida B. Wise Smith, President, National Woman's Christian Temperance Union.

11:00 A. M. "A National Crusade to Stop Liquor Advertising."
Rev. R. H. Martin, D.D., President, The National Reform Association, Pittsburgh, Pa.

3:00 P. M. "How Our City Outlawed Liquor and Sunday Movies."
E. Clay Young, Layman Leader, Wilkinsburg, Pa.

Wednesday, July 27th

10:00 A. M. "Saving the Day for the U. S. A."
President W. A. Ganfield, Carroll College, Waukesha, Wisconsin.

11:00 A. M. "Crusading Against Crime."
Herold H. Reinecke, ("G" Man). Indianapolis, Indiana. Representing Federal Bureau of Investigation, Washington, D. C.

Thursday, July 28th

10:00 A. M. "I Do Solemnly Swear."
Prof. John Coleman, Ph.D., Geneva College, Beaver Falls, Pa.

11:00 A. M. "What Can Religion Do For Me?"
Dr. Ganfield.

Friday, July 29th

10:00 A. M. "The United States in a World of International Anarchy."
Dr. Martin.

11:00 A. M. "Social Redemption."
Dr. Coleman.

Facts About Repeal

(Continued from page 2)

cannot be stopped until complete defeat faces them. It is strategic for the stopping of liquor advertising will save many who have not yet formed the habit and it will help others to break the chains which such advertising is now fastening upon them.

Good reader, if you have not done so already write in to the office of the Christian Statesman (Publication Building, Pittsburgh, Pa.) for a petition form, sign it, circulate it, add sheets to it and return it. Already the number of signatures received in Washington is in the hundreds of thousands; it should be in the millions before Fall comes. Then buttonhole your Congressional candidates asking them where they stand on this question. And if God has given you some money you can spend in this way send in a gift to Dr. Martin. He and his committee were given $300 to start the crusade and that sum is exhausted. It was a very small pebble compared with $25,000,000 being spent on liquor advertising. But David had only five small stones; yet he cut off Goliath's head.

ASSOCIATION ACTIVITIES

Montreat Conference

This is the third year in succession that a Conference under the auspices of our Association will have been held at Montreat, North Carolina, conference headquarters of the Presbyterian Church, South. The program for this year's conference is found elsewhere in this issue. Heretofore the conference has been held immediately before the opening of the regular church conference season. Many who come to attend the later church conferences were not there on the grounds when our conference was held. The week day attendance at the sessions of our conference on this account was not large. The Montreat management, and many others, lamented this and said our speakers should be on the regular church conference program, or our conference come later between some of their church conferences. Accordingly the Montreat program committee has provided a place for our conference this summer at the height of their conference season between the Young People's Leadership School, and the Montreat Leadership School—Friday, Saturday and Sabbath, July 22-24th. On these days our speakers will give seven or eight addresses, two of these being on Sabbath at the regular church services of that day.

Needless to say, we appreciate this consideration on the part of the Montreat management. It is an expression of their appreciation of the messages given there by our Association's representatives, and of their desire to cooperate in extending the Association's work. The speakers this summer, both of whom were there last summer are returning at their request.

Hon. Louis E. Graham's messages on Crime last year were so favorably received and made such a deep impression that he was asked to return for a series of messages on the same subject, and Dr. Martin, who has had charge of the conferences for the past two years and spoken at these conferences, has also been requested to speak on some of the subjects he has spoken on there before.

Montreat is one of the most beautiful spots in America. The altitude is high. It nestles in the mountains. The scenery is beautiful beyond description. The air is cool and delightfully refreshing. It is an ideal place to spend a vacation. The spiritual altitude is as high as the physical and we doubt whether there is any place in America where the spiritual atmosphere is more wholesome and uplifting than at Montreat.

Come to Montreat, attend our conference there July 22nd to 24th and stay over for some of their church conferences. Will not the readers of The Statesman pray for God's blessing on the speakers and those attending this conference?

Winona Conference

This year being the 75th Anniversary of our Association we have made special effort to have an exceptionally strong program at our annual conference at Winona Lake, Indiana, this summer. The program as found elsewhere in this issue is convincing evidence, we believe, of the success of our efforts. For the first time, our conference at Winona begins on the Lord's Day, July 24th, our speaker, Dr. J. C. Broomfield, giving the messages along National Reform lines at the regular Winona church services morning and evening on that day. Dr. Broomfield, now a member of our Board of Directors, for seven years President of the General Conference of the Methodist Protestant Church, is a widely known religious leader, an able and fearless advocate of those reforms for which The National Reform Association has battled for three-quarters of a century, and an interesting and forceful speaker. Mrs. Ida B. Wise Smith, President of the National W.C.T.U., adds strength and grace to any program. With an already heavy speaking schedule and the National Convention of the W.C.T.U. following soon after our conference, we appreciate her willingness to take a place on our program. Of Dr. W. A. Ganfield, President of Carroll College in Wisconsin, also a member of our Board of Directors, one who has spoken for us at Winona the past two years and who knows him well writes: "Dr. Ganfield is by far the finest orator in the State of Wisconsin. Every address he gives is a classic. He has a marvelous voice and perfect delivery. Several years ago he was the regular Republican candidate for United States Senator." Prof. John Coleman, Ph.D., has been on our program at Winona two years recently. His messages created great interest and those who heard him before will rejoice in the privilege of hearing him again this summer. For the first time a representative of the Federal Investigation Bureau, Washington, D.C., Mr. H. H. Reinecke, will speak for us at Winona on the Crime Situation. The "G-Men" speak with authority on this subject. Dr. J. S. Martin, who will speak on the high points in the 75 years' history of The National Reform Association was for seventeen years General Superintendent of the Association, and in former years had charge of many of the Association's Winona Conferences and has spoken many times from the Winona platform. Mr. E. Clay Young has been one of the outstanding layman leaders in his city of Wilkinsburg in the movement which resulted in outlawing liquor and driving Sunday movies out of this city. He has an interesting story to tell.

It will be well worth a trip to Winona and a week's stay there to hear these speakers and to participate in this conference. Besides Winona has many other attractions. The burden of debt which has weighed heavily on the Winona management for years has been lifted, new members have been added to the Board of Managers, stronger attractions have been provided, and an optimistic spirit prevades the entire place. Come to Winona. We hope to meet many of our National Reform friends there, July 24th to 29th.

Addresses

Among addresses recently made by representatives of our Association are the following: by the President of The National Reform Association before the General Assembly of the United Presbyterian Church meeting in Cleveland, Ohio; by Prof. John Coleman, Ph.D., Rev. H. B. Mansell and Dr. Martin in Johnstown, Cambria County, Pennsylvania and vicinity, in furtherance of a Cambria County program on behalf of Temperance and the Sabbath; two addresses and conducting a conference before the Somerset County Sabbath School Convention; the same before the Lawrence County Sabbath School Convention by Dr. Martin, and address before the Regional Adult Bible Class Conference; also county-wide rallies in Beaver and Lawrence counties, Pa., in the interest of the Anti-Liquor Advertising Crusade.

A Striking Leaflet

25,000 copies of a 4 page leaflet showing the amount of money spent by the drinking population of Cambria County, Pa., for the purchase of alcoholic beverages in the year 1937, prepared and published by The National Reform Association, with the cooperation of the Cambria County Sabbath School Association were circulated throughout the Bible Schools and Churches of that county

on Temperance Sabbath, May 29th. The leaflet shows the enormous sum of $7,640,000 was spent for this purpose, an average for every man, woman, and child in the county of $37.50. Other costs of liquor, and still other telling facts regarding the injurious results to the people of the county following this consumption of liquors were included in this leaflet. Reports from the county indicate that this leaflet, with its concrete and striking facts, reaching on the same day probably 50,000 people throughout the county, made a deep impression and materially strengthened public sentiment against the traffic which is not only robbing the people of their money, but also destroying their lives and happiness. This is an effective way of fighting the liquor traffic. We are preparing a similar leaflet for a number of other counties and have, from the Pennsylvania State Liquor Control Board, the basic facts for providing a leaflet of this character for all the counties in the State of Penna.

Cambria County, Pennsylvania Program

Following a series of addresses by representatives of The National Reform Association in Cambria County, a luncheon was arranged by Rev. H. B. Mansell of Windber and Rev. P. L. Griffiths of Johnstown at the Y.M.C.A. of Johnstown on Monday evening, April 25th. To this luncheon a number of religious leaders interested in the program of The National Reform Association were invited. Thirty-five attended and others interested, but unable to attend on account of conflicting engagements, sent regrets. The following three point National Reform program for counties was presented:

1. Securing and distributing throughout the county 25,000 of the 4 page leaflet showing what was spent for liquor in Cambria County in 1937. Referred to above.

2. Securing for an educational program for the recovery and proper use of the Lord's Day in the county, 1,000 copies of "Six Studies on the Day."

3. Carrying out effectively throughout the county the National Crusade to Stop Liquor Advertising.

Those present voted unanimously to undertake the carrying out of this program in Cambria County and appointed the following committee, to be known as the Cambria County Committee of The National Reform Association, to secure the necessary funds and have charge of the carrying out of the program: Rev. F. A. Edmond of the Cooper Avenue Methodist Episcopal Church, Johnstown, Chairman; Prof. W. C. Davis, President of Cambria County Sabbath School Association and Mr. Frank A. Davis, Director of Adult Bible Class Department of this same Association; Mrs. Weigle, President of the County W.C.T.U. and Mr. Charles DeFreyhn, a business man of Johnstown. The committee has made a good start in securing the funds. The leaflets have been published and distributed. The Anti-Liquor Advertising Crusade is well under way and it is planned to inaugurate the educational program for Sabbath recovery by introducing the study of the Sabbath into the leadership training classes of the County Sabbath School Association in the fall and, following this, into Bible classes and other groups throughout the county.

We assure the above committee of the hearty cooperation of our Association in carrying out this practical and effective program in their county. By such cooperative efforts very worthwhile results can be accomplished and at a very small cost.

Crusade to Stop Liquor Advertising

Our Association has been particularly active in promoting the Anti-Liquor Advertising Crusade. While the Crusade is sponsored by the National Temperance and Prohibition Council, the work of promoting it must be done largely by the 27 organizations embraced in the Council. On account of the President of our Association being President of the Council and Chairman of its Committee on the Anti-Liquor Advertising Crusade, we are undertaking to meet the special responsibility which this places on our Association. Among our activities in promoting the Crusade are the following: preparing and sending out a complete and detailed outline of the Crusade program, with instructions as to how to promote it, to all the member organizations of the Council and to leaders of churches and other groups not in the Council—about 100; preparing and sending articles on the Crusade to about 150 editors of religious papers and journals; contacting personally a number of these editors in Philadelphia, New York City, and other places; providing forms of petitions to Congress urging the passage of legislation to prohibit liquor advertising, and securing signers to the petitions in large numbers; addressing County Rallies and various gatherings on this subject; efforts to raise funds to make possible the carrying forward of this work on a scale that will make this Crusade successful.

On Young People's Conference Program

The National Conference of the Young People's Societies of the Reformed Presbyterian Church and the Synod of the Reformed Presbyterian Church will be in session at Winona Lake, Indiana, immediately following The National Reform Association's Conference at that place, for a period of ten days, from July 29th to August 8th inclusive. One of the joint evening sessions of the two bodies, Monday evening, August 1st, has been given over to The National Reform Association. Representatives of the Association will speak on some of the vital present day issues with which the Association deals. The attendance at the last Young People's Conference of this church at Winona was over 1,000. Fully this many are expected to attend this year. During this conference the President of The National Reform Association will lead a discussion group in the study of the Sabbath.

A Noble Example to Follow

A travelling man, whose habit it was always to go to church on the Lord's Day, because he had misjudged the distance from his hotel to the church where he had decided to worship, arrived very late. As he ascended the steps he met an elderly lady coming out of the church. 'Is the sermon done?," he said to her. Her reply was, "No, its only said, I'm going home to do it."

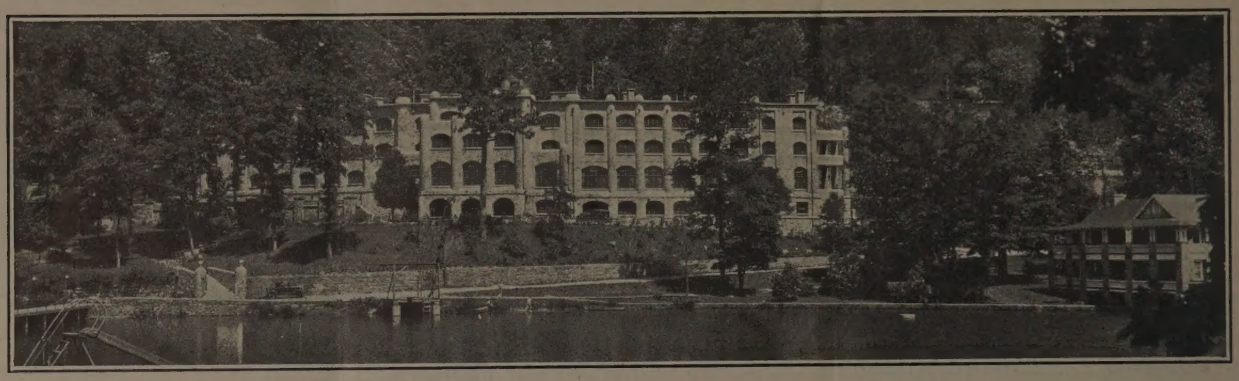
Having heard a message on the Crusade to Stop Liquor Advertising, the members of the Young People's Society of the church named below decided to do something about it. This is what they did. If all who hear messages on this Crusade do as they have done, liquor advertising will stop.

"My dear Mr. Martin:

I know you will be interested to hear that your sermon last week in our church, the Second Church of the Covenanters, Philadelphia, Pa., inspired our C.Y.P.U. to send a shower of 50 messages to Senator Guffey and Senator Davis protesting the advertisement of alcoholic beverages by press or radio. We plan to send a like number to radio stations in our city which advertise alcohol. How much good will result from these efforts we cannot tell, but we know that it is our task to plant and water and it is God that gives the increase."

Sincerely yours

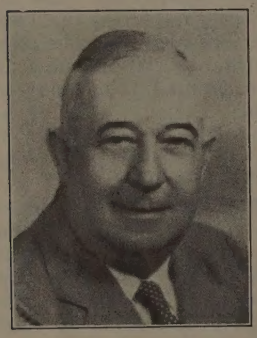
Rosanna I. Crawford, *Chairman*,
C.Y.P.U. Reform Committee.



ASSEMBLY INN, MONTREAT, NORTH CAROLINA

NATIONAL REFORM CONFERENCE

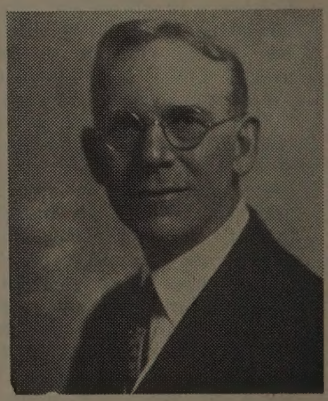
AT MONTREAT, N. C.



HON. LOUIS E. GRAHAM

JULY 22-24, 1938

This is the third successive year a conference will have been held at Montreat under the auspices of The National Reform Association. Heretofore the conference was held early in the season before the regular church conferences. This year the Montreat management has placed it later, between two of their church conferences, at the height of the conference season when the largest crowds of the season are on the grounds. Our conference is given the right of way for the three days on which it is held, no other meetings for general attendance being held on these days. Our speakers give the messages at the regular church services on the Sabbath.



R. H. MARTIN, D.D.

FRIDAY, JULY 22nd

10:00 A.M.—"National Crusade to Stop Liquor Advertising."
Rev. R. H. Martin, D.D., President, The National Reform Association, Pittsburgh, Pa.

11:00 A.M.—"Communism."
Hon. Louis E. Graham, Beaver, Pa., former United States District Attorney.

7:45 P.M.—"What the Constitution Means to You and Me."
Mr. Graham.

SATURDAY, JULY 23rd

9:00 A.M.—"The United States in a World of International Anarchy."
Dr. Martin.

9:50 A.M.—"Youth and Crime."
Mr. Graham.

SABBATH, JULY 24th

11:00 A.M.—Public Worship — Sermon: "The Channel of the River."
Dr. Martin.

7:45 P.M.—"Problems of Law Enforcement."
Mr. Graham.

GANTHER HALL, MONTREAT, NORTH CAROLINA